

The pleasure of giving will surely be greatly enhanced in the selection of gifts that are practical and serviceable.



In asking you to consider the beautiful assortment of practical gifts that are here for your approval—we feel assured that our months of earnest effort in careful selecting will be appreciated—for never before have we been so well prepared to serve our patrons with the merchandise that expresses our desire for better value giving. Every department in the store is filled to overflowing with the season's newest ideas—from America's best producers of things to wear—ideas that cannot fail to please the seeker for useful—practical Christmas gifts.



## GIFTS FOR HIM

Clothes don't make the man—but a nice suit or overcoat for a Christmas gift will surely please the man—especially when he sees that it was bought at the M & K—where he knows only clothes of quality are sold.

If he don't need a suit or overcoat how about a silk or madras Shirt—Underwear—Silk, Lisle, Cotton or Wool Hose—Gloves—Neckwear—Sweaters—Pajamas—Suspenders—Hose Supporters—Shoes—Slippers, etc.—These are all gifts he'll appreciate



## GIFTS FOR ALL

AT THE

**M & K**  
Rock Island

Here are practical gifts that  
Father, Mother, Brother,  
Sister, Husband, Wife  
and Sweetheart  
will be glad to give and  
happy to receive

## GIFTS FOR HER

Suits—Coats and  
Dresses

If the gift is to be a suit—a coat or a dress we would advise buying now—for the complete assortment will soon be depleted with the reduction in price of one-fourth—one-third and one-half we are giving.

—Waists—  
at a big reduction

Nothing is more practical or more appreciated than the gift of a beautiful waist for Christmas.

The superior \$10 and \$12.50 Georgette Waists we are selling at \$6.95 are positively the biggest waist bargains of the season.

Other styles as low as \$4.95 and up to \$55.00.

We are also giving exceptional values in Silk Underwear—Silk Gowns—Beautiful Petticoats—Skirts—Sweaters—Bath Robes—Hosiery—Shoes—Slippers—Gloves.

These are all gifts that every woman appreciates because they're practical.



## Santa Claus!!

Do ya know what I want ya ta git me fer Christmas? No 'taint no auto—it's an overcoat with a belt—the kind they sell at the M & K—Ma ses that's the best kind—they sell caps 'n shirts 'n sweaters 'n ties 'n shoes 'n stockings 'n evrything fer boys' presents.

